

Modified Enlarged 18 pt

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

Tuesday 11 January 2022 – Afternoon

Level 3 Cambridge Technical in Digital Media

05843/05844/05845/05846/05875

Unit 1: Media products and audiences

INSERT

INSTRUCTIONS

**Use this Insert to answer the questions in Section A.
Do NOT send this Insert for marking. Keep it in the centre
or recycle it.**

ADVICE

Read this Insert carefully before you start your answers.

Fig. 1 Data showing the weekly reach of different audio types accessed by UK audiences 15+.

Different audio types accessed by UK audiences 15+	Weekly reach %
Live Radio	92
Any TV Viewing (inc. Live/Catch up/ On Demand)	90
Total Online Video/Audio clips	33
On Demand music services (e.g. Spotify/Apple Music)	27
Digital music/Non music tracks (e.g. mp3/wmv/aac)	18
Music CDs/Non music CDs/ Cassette tapes	17
Podcasts/Downloads	16
Video games (consoles/mo...)	11
Any Listen Again/Catch up radio	9

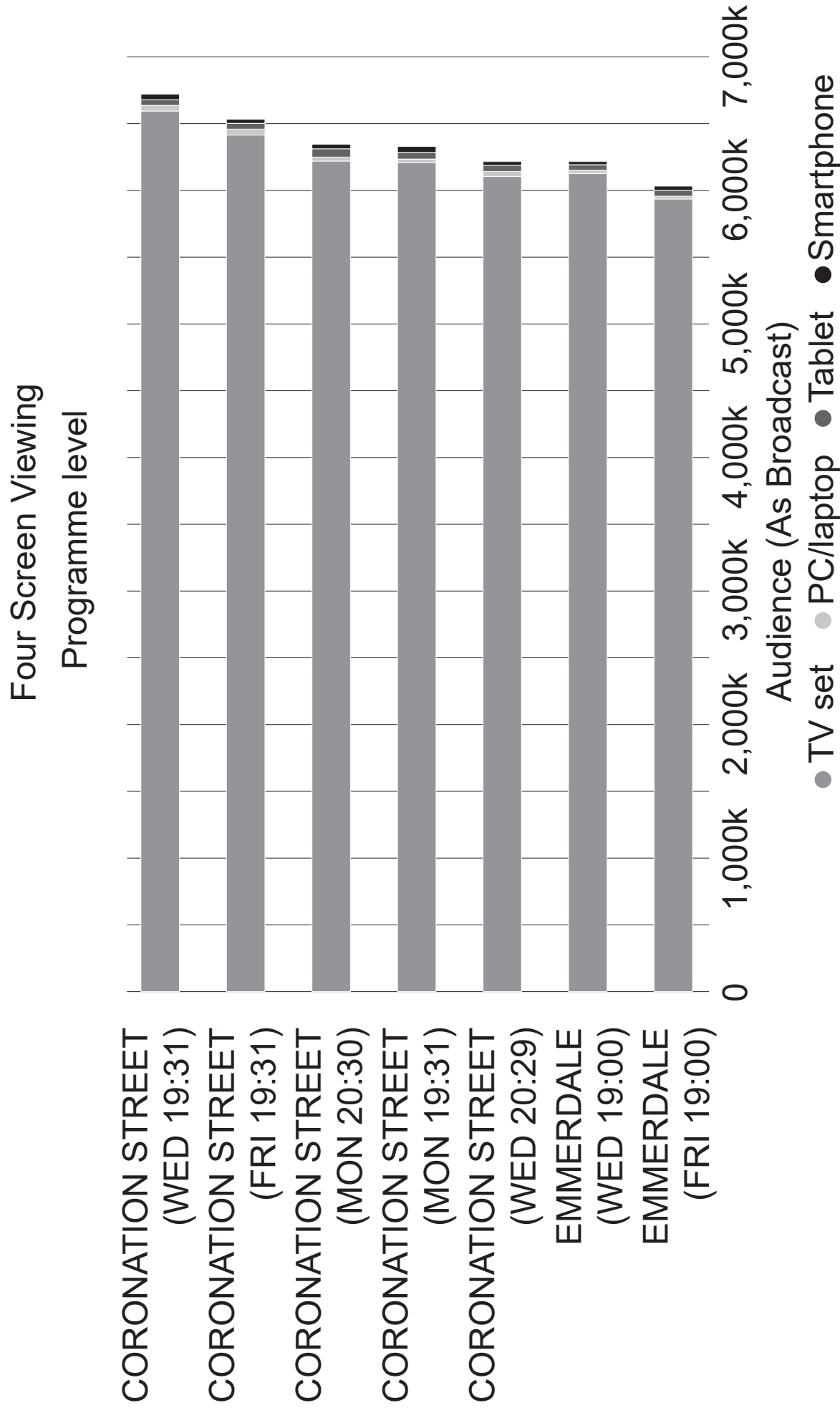
Source: RAJAR (Summer, 2019)

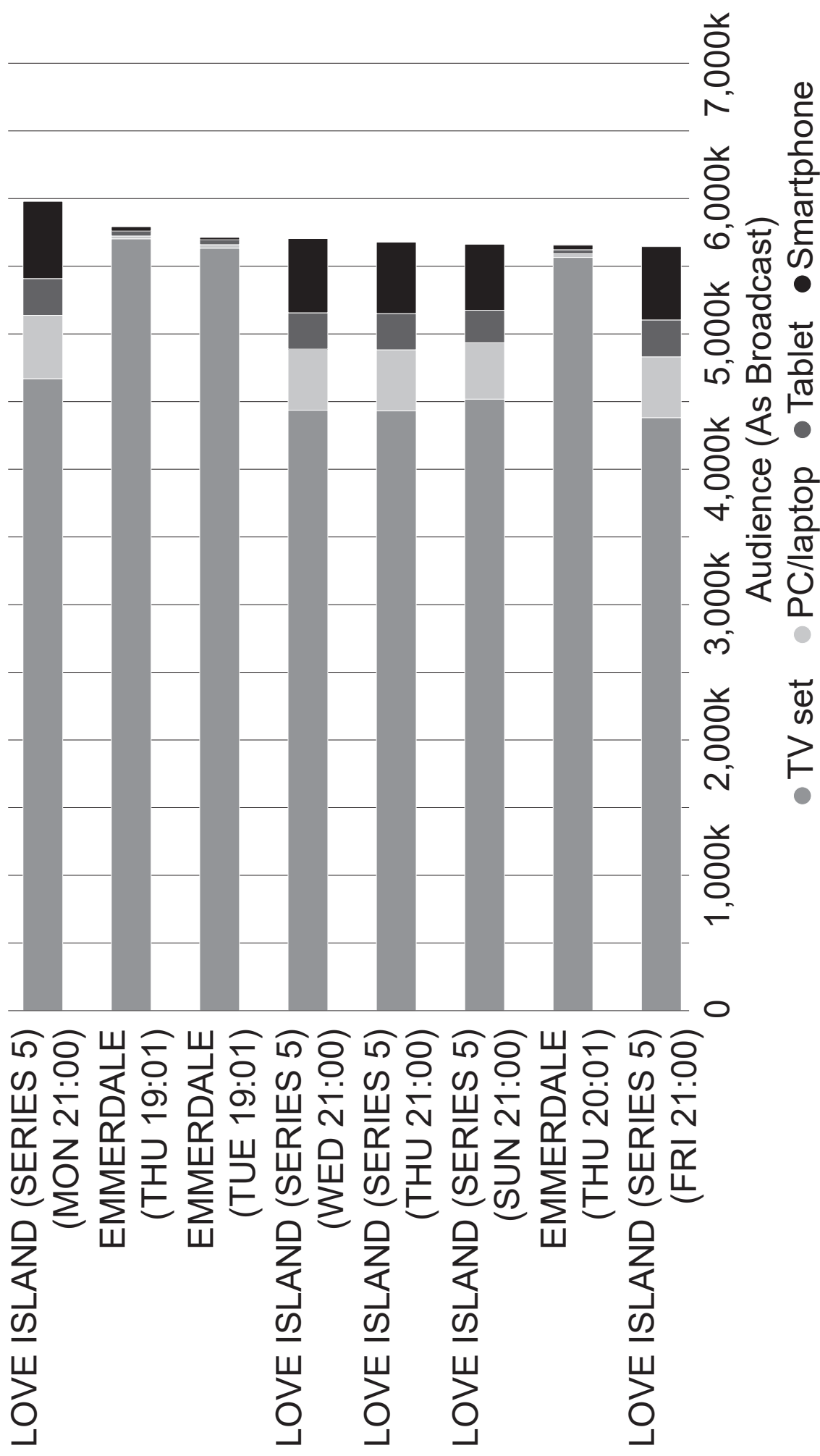
Fig. 2 Data showing the weekly reach of different audio types by age group.

Audio type	Age group			
	55+	35–54	25–34	15–24
Audiobooks	3	7	12	3
Vinyl records	4	4	4	2
Music CDs/ Non music CDs/ Cassette tapes	21	18	14	11
Digital music/Non music tracks (e.g. mp3/wmv/aac)	12	23	22	21
Live Radio	99	94	85	82
Podcasts/ Downloads	8	18	22	26
On Demand music services (e.g. Spotify/ Apple Music)	9	24	44	58
Any Listen Again/ Catch up radio	10	11	6	3

Source: RAJAR (Summer, 2019)

Fig. 3 Data showing the devices used to access the most watched programmes in the UK for the week 15th July 2019 – 21st July 2019.





Source: BARB (Summer, 2019)



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